

Introduction

Standup Paddle boarding is a sport that has its origins in Australia and Hawaii, and has become very popular in the 2000s. Traditional style surfers have converted to stand up paddling because of the versatility of the new sport. A 2013 report from the Outdoor Foundation called it the outdoor sporting activity with the most first-time participants of any in the United States that year. ¹



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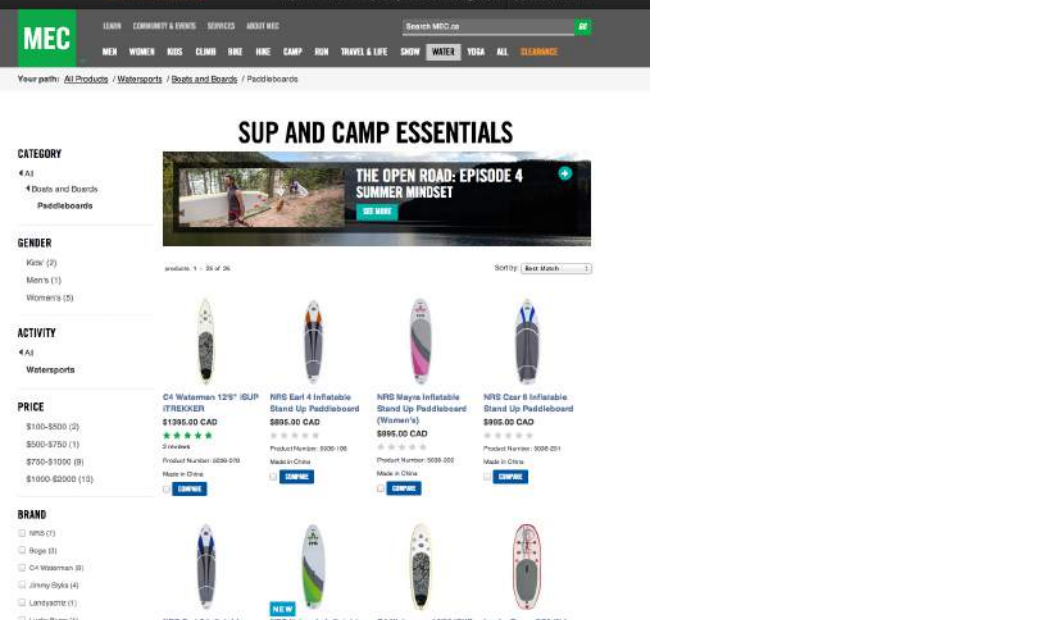
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In this report we will be examining the following websites in relation to their Pay Per Click (PPC) Ads in order to gauge the effectiveness of PPC campaigns in the Stand Up Paddle (SUP) Board topic.

- www.mec.ca
- www.westcoastpaddlesports.com
- www.boardsports.ca
- www.surftech.com
- www.paiwenboards.com

It should be noted that all 5 PPC Ads in this report are from Google, as Yahoo.com only showed PPC Ads that went to Shopping Comparison Websites such as Wize and NexTag.

MEC.ca

<p>Search Phrase Used:</p>	<p>Stand Up Paddle Boards</p>
<p>PPC Click Ad (Google)</p>	
<p>URL Landing Page</p>	<p>http://www.mec.ca/shop/watersports-paddleboards/50004+50238/?gclid=CjwKEAajw286dBRDmwbLi8KP71GQSIAAOk4sji1_KGwIX0K4XQ9u7o1lz1DSZQvLdZDX5KBUZtpW5JxoCGP3w_wcB</p>
<p>Landing Page</p>	
<p>Effectiveness of PPC</p>	<p>In general using variations of the keyword “Stand up Paddle Boards” and “Stand Up Paddle Boards” MEC PPC ads emphasizes the copy “Get Free shipping on items over \$50”. This can be a significant savings for items as large as a SUP. In this case, the PPC brings the user to a page SUP and Camp Essentials landing page within the mec.ca website, providing an option to learn more about Stand Up Paddle Boarding (by clicking on “The Open Road” banner). The landing page shows 25 different paddle boards for sale.</p> <p>No microsite is used in this case, but the Landing Page is effective in supporting the sales process. Since a SUP board might cost from \$600-1600, visitors may need more in depth information before a sale might be completed. Potential customers will likely need to visit the website more than once before completing a purchase. Interestingly, MEC.ca has a Landing Page for Stand Up Paddling, which gives and a quick video intro of how to SUP, and an overview of the different types of SUPs, but the PPC ad does not go to it. Potentially this content could be used in a separate</p>

	<p>microsite. http://www.mec.ca/AST/ContentPrimary/Learn/Watersports/BoatsAndSkirts/StandUpPaddleboards.jsp</p>
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WestCoastPaddleSports.com

Search Phrase Used:	Naish SUP - Naish is a brand of Stand Up Paddle boards, and SUP is an acronym of <i>Stand Up Paddling</i>
PPC Click Ad (Google)	<p>Naish Standup Paddleboard www.westcoastpaddlesports.com/ ▾ +1 858-272-3278 Naish Sups in San Diego All new 2014 models</p>

URL Landing Page	http://westcoastpaddlesports.com/shop/all/Quickblade?gclid=CKjBu5LHp78CFQWQaQodAYwAvg
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Landing Page	<p>The screenshot shows the West Coast Paddle Sports website. The top navigation bar includes 'BOARDS', 'PADDLES', 'GEAR & EQUIPMENT', 'APPAREL', 'RACKS & STRAPS', and 'OUTRIGGER PADDLES'. A search bar is visible with the text 'All things stand up.' Below the navigation, a sidebar lists various categories like 'Boards', 'Paddles', and 'Apparel'. The main content area displays 'Quickblade' products, including 'Quick Blade V Drive Oval Taper V', 'Quick Blade V Drive Elite Fly Weight', and 'Quick Blade Magic'. The prices for these products are listed as \$559.00, \$499.00, and \$409.00 respectively.</p>
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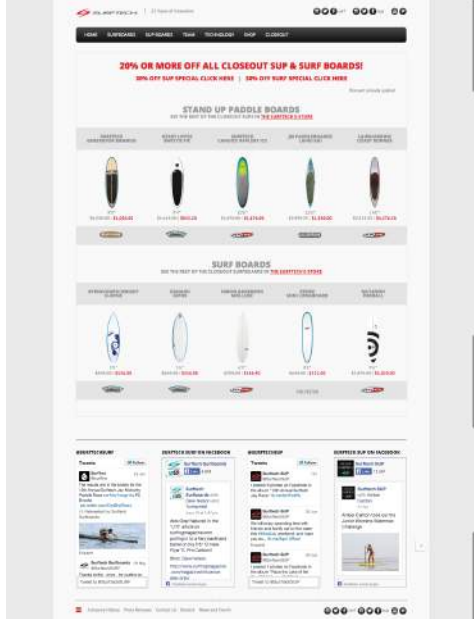
Effectiveness	<p>This is an example of a PPC ad gone wrong. Typing in the Keywords “Naish SUP” yielded a PPC Ad saying Naish SUPs in San Diego however, this URL that went to a product called Quickblade. Clicking on this PPC ad, the visitor is frustrated by the additional searching that is needed⁴. Using the internal search on the website, I can see that they only have 1 Naish SUP for sale on their website which costs \$1299.</p> <p>At the very least, the user could have been taken to a microsite or landing page that had actual Naish Stand Up Paddle boards, or if no Naish board were available then leading the visitor to this page might have helped the user to make a better conversion. http://westcoastpaddlesports.com/shop/all/boards</p> <p>As a potential buyer, landing on a page of Paddles when I was specifically looking for Naish SUPs breeds mistrust in the website. Therefore as a user looking to purchase a \$1299 board, and pay \$199 in shipping, I would not likely buy from here. Furthermore, since I am in Toronto, and this store is in San Diego, they might consider limiting their PPC Ads for display to the lower 48 states that they ship to, as visitors outside of this area are</p>
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	looking to pay more than \$199 for shipping.
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Boardsports.ca

<p>Search Phrase Used:</p>	<p>Stand Up Paddle Boards</p>
<p>PPC Click Ad (Google)</p>	
<p>URL Landing Page</p>	<p>www.boardsports.ca</p>
<p>Landing Page</p>	
<p>Effectiveness</p>	<p>The PPC ad brings users to the Boardsports Homepage. In order to see Stand Up Paddle Boards the most logical click is the first rotating banner on the homepage, however since the banner is on a 6 second delay onto the next rotating banner (Tubes and Towables).</p> <p>Boardsports.ca would do well to create a microsite that pulls together all of the information for Stand Up Paddle Boards such boards for sale, Demo Session Signup the 2-3 Swap Events per month. They have a page called The Stand Up Board Buyer's Guide (http://www.boardsports.ca/supBuyers.aspx) and if they were to combine the buyers guide with a list of the boards that they have for sale (http://www.boardsports.ca/Categories/58-Sup-Boards.aspx) it could be more effective for both online and offline sales, as they would likely be portrayed more as "Canada's SUP Experts" as their PPC Ad copy promises.</p>

Surftech.com

Search Phrase Used:	Stand Up Paddle Boards
PPC Click Ad (Google)	<p>Surftech SUP Sale www.surftech.com/closeouts/ Save 30% on SUP's and Surfboards Limited Time Only Closeout Sale</p>
URL Landing Page	http://www.surftech.com/closeouts/
Landing Page	
Effectiveness	<p>This Surftech SUP PPC Ad brings the user to a Landing Page on the Surftech.com. Effective in this PPC campaign, clicking the PPC Ad reinforces the decision of the user to click on the ad, because the landing page copy matches that of PPC Ad. The visitor is faced with a few options:</p> <ul style="list-style-type: none"> • Clicking to a list of Stand Up Paddle Boards at 30% off • Clicking to find out the rest of the Closeout SUPs in the Surftech E-Store • Clicking on any SUP or Surf board listed (all of which are marked down 20%) • Allowing the user to read and engage with current Social Media Feeds <p>Surftech does a good job of leading the user to a conversion (Sale) or micro-conversions towards a sale (Social Media Share/Follow). By showing current activity on their Social Media, they can gain relevancy, and brand trust by showing how many fans and followers buys Surftech boards.</p> <p>The only thing that might be improved on in the site in general is potentially a microsite that includes some general copy on what type of board is best to buy. This would provide more in depth information to the website, which might in turn support the user on what to buy, as well as to provide organic search opportunities to their website.</p>

Paiwen.com

<p>Search Phrase Used:</p>	<p>Stand Up Paddle Boards Women</p>
<p>PPC Click Ad (Google)</p>	<p>The Best Paddle Boards - PaiwenBoards.com Ad www.paiwenboards.com/ ▼ For Women Free Paddle Free Shipping 100% Satisfaction Guaranteed</p>
<p>URL Landing Page</p>	<p>http://www.paiwenboards.com/?gclid=CjwKEAjw286dBRDmwbLi8KP71GQSJAAOk4sjHjGzHnbrl-xgFKDq-kOGYqGW-aVBouh4EjVdR46_OxoCQK3w_wcB</p>
<p>Landing Page</p>	 <p>The screenshot shows a multi-column layout. The left column features two product listings: a 'Stand Up Paddle Board' and a 'Stand Up Paddle Complete Board Package'. The middle column is a detailed 'Included In Complete Package' list, showing items like Paddle, Board Bag, Board, Paddle Fin, Piv Bolt, and Deck Pad. The right column contains a 'Videos' section with several video thumbnails and a Facebook feed at the bottom.</p>
<p>Effectiveness</p>	<p>Paiwen currently has a the market cornered for the niche market “Stand Up Paddle Boards for Women”. The PPC ad brings the visitor to the Paiwan home page, which contains a mixture of content on a website. There are 2 products for sale on the homepage (There are only 5 items that they sell). A Stand Up Paddle Board, and a Stand Up Paddle Complete Board Package which use Paypal as the eCommerce fulfilment service. Both items are currently out of stock. Most of the homepage is used to explain what items are in the Complete package; this is followed by a gallery of photos, some YouTube videos, information about Shipping, a Facebook feed, and some terms for SEO.</p> <p>From a PPC perspective, users are shown some copy on the website that they might expect based on the search term, however, it is confusing to the visitor as to what should be done next. A microsite isn’t needed in this case, but a more focused landing page would definitely help Paiwen sell more boards. Paiwen would do well to invest in professional web design and information architecture. Perhaps in absense of a developer, a CMS such as WordPress would allow them to easily make landing pages for their PPC Campaigns. At \$1299 for a board and \$1599 for a package, the product itself looks okay, but the execution of a more professional looking website would create more trust in the sales process.</p>

PPC Keyword Analysis

As an add-on to this report, we investigated the Key Phrases that for PPC from the **Google AdWords Keyword Planner Tool** indicates the average monthly searches, the competition level, and a suggested bid for the last 12 months. Here were the results of the three search terms listed.

Key Phrase	Avg monthly Searches	Competition Level	Suggested Bid
• Stand Up Paddle Boards	260	High	\$1.15
• Naish SUP	320	Low	\$0.84
• Stand Up Paddle Boards Women	-	-	-
• SUP Women	10	-	-

Stand Up Paddle Boards for women doesn't have any listed monthly searches, competition level, or suggested bid amounts, however, SUP Women garners 10 searches per month with low competition and no suggested bid

The screenshot shows the Google AdWords Keyword Planner interface. The search term is "stand up paddle boards". The search volume trends chart shows average monthly searches from June 2013 to May 2014. The chart shows a peak in late 2013 and a general decline thereafter. The keyword ideas table lists "stand up paddle boards" with 260 average monthly searches, high competition, and a suggested bid of CA\$1.15. Another keyword, "stand up paddle boarding", is listed with 170 average monthly searches, low competition, and a suggested bid of CA\$0.98.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
stand up paddle boards	260	High	CA\$1.15	0%	»
stand up paddle boarding	170	Low	CA\$0.98	0%	»

Summary

Examining the 5 PPC Ads and their resulting websites shows a variety of different approaches to PPC Ad Campaigns. At \$1.15 per click to sell a \$600-1200 board, the right copy should entice the user to visit the website and the copy on the PPC Ad and the Entry page should match. In all five cases no micro-sites were used in order to drive the user towards an envisaged conversion path, however two websites, www.mec.ca and www.surftech.com, guide the user with a targeted landing page, leading the user towards a desired goal/conversion (sale, social media follow).

Other websites www.boardsports.ca and www.paiwenboards.com lead the user directly to their corporate homepages. This may leave the user confused as to what next step to take when arriving to the homepage, resulting in a lower conversion.

One website, www.westcoastpaddlesports.com took full advantage of the lower bid and competition of the PPC search phrase, however, didn't follow through on the execution by not providing a good landing page or microsite in order to capture the request.

References

¹ Wikipedia (July 1, 2014). Stand Up Paddleboarding. Retrieved from http://en.wikipedia.org/wiki/Standup_paddleboarding

² Wikimedia Commons (July 2, 2014). Retrieved from <http://www.wikimedia.com> under the search term "Stand Up Paddling": http://upload.wikimedia.org/wikipedia/commons/a/ad/Happy_Stand_up_paddle_surfing.jpg
By "BoBA" (babibox's file) [GFDL (<http://www.gnu.org/copyleft/fdl.html>) or CC-BY-SA-3.0-2.5-2.0-1.0 (<http://creativecommons.org/licenses/by-sa/3.0>)], via Wikimedia Commons

³ Wikimedia Commons (July 2, 2014). Retrieved from <http://www.wikimedia.com> under the search term "Stand Up Paddling": http://upload.wikimedia.org/wikipedia/commons/4/43/1%C3%A9r%C3%A9my-Massi%C3%A8re_stand-up-paddle_biscarrosse-2.JPG

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⁴ UBC/DAA Award of Achievement in Digital Analytics. (2013) *Module 3 Measuring Marketing Campaigns Online*, Page 27.

⁵ Google Adword Keyword Planer Tool (July 2, 2014). Retrieved from <https://adwords.google.com/ko/KeywordPlanner/Home>